

## Varanger View

The creation of the site was the fundamental element of our work. After making inquiries and establishing the different possibilities, we chose to create it on Wix. It was the best way to show you our vision of things, what we had in mind, all for free and that can be usable thereafter.

We have done a thorough benchmarking work and the content and design of the site is very much inspired by what is done by other companies. Inside, is the majority of information desired by the visitor. What is Varanger View, its history, location, what you offer, how to contact you or a booking system (not very customizable but usable). We invite you to take a closer look to see all the facets we have tried to cover.

### 1. Website

The website was therefore to illustrate our thinking about the strategy that you could address. The activities are divided into two parts, summer and winter activities. The problem we raised in our work was that tourists were staying in the area for a short time. To mitigate this, we wanted to propose a substantial list of activities to satisfy all the different needs and desires of the customers. These activities are not included in the price of accommodation and for most of them, it is necessary to make a **reservation 24h before**. We think this is the most viable solution for your case. As an emerging company, it will be difficult for you to manage a lot of resources in case the client wants to do this or that activity. This reservation system can give you time to organize. In addition, **working collaboratively** with various companies is surely essential to your beginnings and to offer such a range of activities. This variety of activities also allows you to review all the attractions of the region. Indeed, for more budget-conscious tourists, nothing prevents them from enjoying the polar night and the great hikes the region has to offer.

In addition, we recommend that you offer certain activities through specialized companies (snowkite for example) but some can be managed and produced by you where your authenticity and customer relationship should be a real plus (cultural life for example).

➤ If you have the wish to use the website created via **Wix**, different packages exist between **17\$US and 35\$US per month** (<https://www.wix.com/upgrade/website> ). In case you want something more professional, we took care to contact Bjornfjell Mountain Lodge, a company similar to yours in Alta. We have also strongly inspired their website to offer you this dummy. We can send you our interview if you wish.

This company called on **Moga Design** for the creation of their site which took **3 weeks** and cost **15,000 NOK**. In addition, they **pay per year 4000 NOK to cover all possible updates** or changes that may be made. Here is their website if you want to contact them:

<https://moga.design>

➤ We also reflected on your desire to have a **map** with the main possible activities to do around, by foot, by bike or by car. The ideal being a virtual map where more we zoom, more the activities appear. For example, we thought of a map similar to this one (<https://ut.no/kart#7.33/70.507/30.914> ) which gathers the main hikes of the area. We loved the idea and thought about how to do it but our skills did not allow it. The map could then be integrated into your site or even be available on a smartphone application. It can also be an innovative way to show the tourist what is possible in the area.

## 2. QR-code

Tourists often choose their activities after they have arrived in the location. A modern and cheap solution for brochures would be a QR-code solution. It can be created with few cliques and **for free** on the website "<https://www.qr-code-generator.com>".

For example:



This code could be implemented on a small poster which could be hang up or laid out in the cottages. Tourists can scan the code and will be lead directly to the activities on the website. Lots of tourists, which did not book through the website of Varanger View, may never have seen those before.

The poster can be created with canva. The following link will lead you to the **poster** we created without the QR-code :

[https://www.canva.com/design/DADq\\_fOh1Pw/gJTQQ0AlwWuMsKVMZSHX9g/edit](https://www.canva.com/design/DADq_fOh1Pw/gJTQQ0AlwWuMsKVMZSHX9g/edit)

After downloading the QR-Code it will be **easy to implement** the QR-code on the poster. With the tool "Uploads" on canva, the QR-code can be uploaded and after inserted in the poster. You can also easily modify the poster with lots of tools. Everything is for free

## 3. Visibility in the Internet

Regarding the visibility on the internet, we thought about different solutions.

- 1** The first and most obvious is the presence of Varanger View on **various online travel agencies** like *Booking, Tripadvisor, Expedia, Hotels, HomeAway* or *AirBnB*. This is almost a must nowadays where the majority of customers are more comfortable reserving on this kind of sites.
- 2** Our second idea was to look for **online travel agencies which only offer sustainable accommodations**. These are not very popular and a small number of accommodations are on them at the moment. Nevertheless, this can be an asset to stand out from the competition. Among these OTAs, **EcoBnB** (<https://ecobnb.com>) and **Manana** (<http://mananatravel.com>) seduced us. The criteria required to appear on the site are relatively feasible and they correspond fairly well to the clientele that Varanger View might be able to attract.
- 3** The third idea we had was to make the cottages **known through** some **Facebook pages**. These pages are nothing more than a travel community that shares their experiences and good plans. They offer significant visibility. For example, **Voyageurs autour du monde**, a French Facebook page has no less than 147,000 members. We have therefore searched for several pages of this kind with the aim of attracting several distinct markets.

It may be beneficial to use these pages to promote yourself, either directly or indirectly through a customer story.

Here are some pages that could increase your visibility:

*Voyageurs autour du monde* – 147 000 members – **French market**

*Norwegen Bilder, Urlaub, Infos* – 18 000 members – **German market**

*Norge ditt naermeste ferieland* – 17 000 members – **Norwegian market**

*Unilad adventure community* – 87 000 members – **mainly United Kingdom market**

» In order to complete this presence on the internet, the Varanger View site can be visible on different **partner sites**. *Visit Vardo, Visit Varanger, Visit northern Norway, Norwegen-Service* or *Visit Norway*, for example, can be good supports. *Visit Norway* uses such online services as Novasol or Dansommer to show the different housing offers in Norway.

We will provide you the website via email with a link which leads to the website creator. If you have any questions Lone, please do not hesitate and write us an email at [lana.diem@hotmail.de](mailto:lana.diem@hotmail.de).